

## **CLAIMS**

What is claimed is:

- 5        1.        A merchandising strip for displaying a plurality of discrete packages, comprising:  
             an elongated, narrow width strip of plastic having a longitudinal axis; and  
             a plurality of adhesive elements laminated to said strip of plastic, said adhesive elements  
being aligned along the longitudinal axis of said strip, and having a predetermined spacing  
between each two of said plurality of adhesive elements.
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2.        The merchandising strip according to Claim 1, wherein said strip of plastic is clear  
plastic.
3.        The merchandising strip according to Claim 1, wherein said strip of plastic has a first  
15 coated side and a second uncoated side, whereby said coated side allows said plastic strip to be  
easily rolled up and unrolled.
4.        The merchandising strip according to Claim 3, wherein said coating on said first side is  
comprised of silicone.
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5.        The merchandising strip according to Claim 1, wherein said adhesive elements each have  
a circular configuration.
6.        The merchandising strip according to Claim 1, wherein said adhesive elements each have  
25 a rectangular configuration.

7. The merchandising strip according to Claim 1, wherein said adhesive elements each have a square configuration.

8. The merchandising strip according to Claim 1, wherein said adhesive elements each have a triangular configuration.

9. The merchandising strip according to Claim 1, wherein said adhesive elements each have a pentagonal configuration.

10. The merchandising strip according to Claim 1, wherein said adhesive elements each have an oval configuration.

11. The merchandising strip according to Claim 1, wherein said adhesive elements each have a star configuration.

12. The merchandising strip according to Claim 1, wherein said strip has first and second ends and has a hole near one end of said strip, to allow said strip to be hung vertically for display.

13. The merchandising strip according to Claim 1, wherein said strip has first and second ends and has first and second holes, one such hole being near each end of said strip, to allow said strip to be hung vertically for display without regard to the orientation of any such packages attached to said adhesive elements.

14. A method for manufacturing a merchandising strip for displaying small discrete

packages, comprising:

providing a source roll having a first layer of liner paper and a second layer of two-sided adhesive mildly adhered to the first layer of liner paper;

5 using a rotary die cutter to cut a geometric pattern through the second layer but not through the first layer, thereby leaving a web of said adhesive layer around a discrete adhesive element;

peeling away and removing said web of said adhesive;

laminating a layer of plastic to said layer of liner paper and to said discrete adhesive element; and

10 peeling away said layer of paper liner to leave a layer of plastic laminated to said discrete adhesive element.

15. A method for manufacturing a merchandising strip for displaying small discrete packages, comprising:

15 providing a source roll having a first layer of liner paper and a second later of two-sided adhesive mildly adhered to the first layer of liner paper;

using a plurality of rotary die cutters to cut a plurality of geometric patterns through the second layer but not through the first layer, thereby leaving a web of said adhesive layer around a plurality of discrete adhesive elements;

20 peeling away and removing said web of said adhesive;

laminating a layer of plastic to said layer of liner paper and to said plurality of discrete adhesive elements; and

peeling away said layer of paper liner to leave a layer of plastic laminated to said plurality of discrete adhesive elements.

16. The method according to Claim 15, including the step of cutting said laminated plastic into a plurality of narrow, elongated strips each having a plurality of spaced adhesive elements laminated onto each of said narrow strips.

5 17. The method according to Claim 15, including the step of cutting a single hole near one end of each of said narrow strips to allow said narrow strips to be hung vertically for display.

18. The method according to Claim 16, wherein said strip has first and second ends and has first and second holes, one such hole being near each end of said strip, to allow said strip to be  
10 hung vertically for display without regard to the orientation of any such snack packages attached to said adhesive elements.

19. A method for manufacturing a merchandising strip for displaying small discrete packages, comprising:

15 providing a source roll having a first layer of liner paper and a second layer of two-sided adhesive mildly adhered to the first layer of liner paper;

using a plurality of rotary die cutters to cut a plurality of geometric patterns through the second layer but not through the first layer, thereby leaving a web of said adhesive layer around a plurality of discrete adhesive elements;

20 peeling away and removing said web of said adhesive;

laminating a layer of plastic to said layer of liner paper and to said plurality of discrete adhesive elements, said strip of plastic having a first coated side and a second uncoated side, whereby said coated side allows said plastic strip to be easily rolled up and unrolled; and

peeling away said layer of paper liner to leave a layer of plastic laminated to said plurality

of discrete adhesive elements.

20. In a method for marketing small discrete packages, the steps of:

attaching a plurality of small discrete packages to a plurality of adhesive elements,

5 respectively, laminated to an elongated strip of plastic;

shipping from a first location said elongated strip with said packages while adhered to the adhesive elements laminated to said strip of plastic, to a second location.

21. The method according to Claim 20 wherein said packages are small, single serving

10 packages containing food or other edible goods selected from the group consisting essentially of chewing gum, candy, nuts, beef jerky, potato chips, popcorn, corn chips, sunflower seeds, fried pork rinds and combinations thereof.

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